

## REMARKS

Claims 1-29 are currently pending in the present application. Claims 1-29 were rejected. Reconsideration of the Examiner's rejection of these claims is respectfully requested in light of the following remarks.

### Claim Rejections – 35 USC § 103

Claims 1-29 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. patent application publication 2002/0003162 by Ferber, et al. (hereinafter Ferber1) and in view of U.S. patent application publication 2002/0077892 by Goring. This rejection is respectfully traversed.

The present application claims priority of Japanese patent application No. 2000-403296 filed on December 28, 2000. An English translation of the Japanese application was filed on October 7, 2002. The claims are supported by the Japanese application. Therefore, the effective filing date of the present application is December 28, 2000. Ferber1 was filed April 17, 2001, Ferber1 claims priority of U.S. provisional patent application no. 60/198,094 filed on April 17, 2000 by Ferber et al. (hereinafter Ferber2). Ferber1 is a valid reference relative to the claims only insofar as the features recited in Ferber1 are also recited in Ferber2.

Ferber2, as stated in the title, discloses apparatus and method for delivering targeted marketing to automated service machines. Upon receiving information regarding the identity of a user, an advertising server retrieves the profile of that user and selects a particular advertisement from an advertisement database based on the user profile. Ferber2, page 3, lines 10-16. The targeted advertisement is then presented to the user in any of a variety of ways including paper-based. Ferber2, page 3, lines 17-19. Ferber2 does not suggest or disclose providing or using information about the type of printer being used. Thus, Ferber1 is not a valid reference insofar as the all of the features cited by the examiner in Ferber1 are not found in Ferber2.

Furthermore, Goring is silent regarding a method and system for printing of images on receipts and coupons as to details that appear in the independent claims.

For at least these reasons claims 1-29 are allowable over the cited art. In view of the foregoing remarks, Applicants respectfully request favorable reconsideration of the present application.

Respectfully submitted,

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